

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

December 13, 2011

4 – 6 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Duke Gallagher, Treasurer, The Production Group
Brian Folb, Vice President, Paramount Contractors
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Carol Massie, Secretary, McDonald's Restaurants
Fabio Conti, The Fabiolus Café
John Given, CIM Group
Kitty Gordillo, Hollywood Wilshire YMCA
Lillian Kuo, Broadreach Capital
Patrick Olmstead, Los Angeles Film School
Allen Sides, Ocean Way Recording

Absent

Charles Eberly, The Eberly Company
Fred Rosenthal, Ametron

Consultants

Bill Farrar, Andrews International
Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

Guests

John Lupo, Property Owner

I. Call to Order

The meeting was called to order by Board President Michael Pogorzelski at 4:09 p.m.

II. Public Comment

In the wake of last Friday's fatal shooting near Sunset and Vine, Pogorzelski asked for a moment of silence for the victim, John Atterberry, who passed away yesterday.

Bill Farrar, Andrews International, briefly reported on the security team's involvement with the shooting incident. After the initial reports of gunfire, four BID officers who were in the area responded to the scene and immediately spotted the suspect near the Bank of America. The officers blocked and redirected traffic until LAPD arrived. For the rest of the day, six BID officers remained at the scene to assist LAPD with witness reports. Farrar said the BID officers demonstrated exemplary service and saved lives through their efforts.

Officers Michael Coogle, Michael Ayala, Dave McCall, George Islas, Leonard Sterling, and Solomon Patton are scheduled to receive commendations from LAPD Chief Charlie Beck on December 16, 2012.

III. Approval of Board Minutes

A. Minutes from October 11, 2011

It was moved by Carol Massie, seconded by Roxanna Sassanian and CARRIED to approve the Minutes from the October 11, 2011 meeting. Unanimously approved. The minutes were amended to reflect that Lillian Kuo is no longer the Vice President.

B. Minutes from November 8, 2011

It was moved by Kitty Gordillo, seconded by Roxanna Sassanian and CARRIED to approve the Minutes from the November 8, 2011 meeting. Unanimously approved.

IV. Treasurer's Report

Gallagher reported that according to the cash flow statement, ending November, 30, 2011, approximately \$30,000 will remain as cash on hand at the end of the year. Gallagher indicated that \$80,000 is currently available for special projects and several items on today's agenda would utilize those funds.

It was moved by Brian Folb, seconded by Lillian Kuo and CARRIED to approve the Treasurer's Report ending November 30, 2011. Unanimously approved.

Gallagher reported that the 2012 budget committee had met and discussed the proposed budget. The delinquencies have been divided into public and private sector parcels and factored in to the total budget via the contingency line. There will be no money for social services in the 2012 budget unless it comes from another source. (Morrison noted it could come from the Security budget.)

It was moved by Lillian Kuo, seconded by Kitty Gordillo and CARRIED to approve the detailed 2012 Budget. Unanimously approved.

The board discussed obtaining a line of credit to start the new BID in case we do not receive enough assessment funds in time to pay invoices. Morrison said that it is unlikely that we will receive the first check until the city contract is signed, which may not occur until February. She indicated that the Board could wait until the January meeting to seek the line of credit or proceed with a motion.

It was moved by Roxanna Sassanian, seconded by Kitty Gordillo and CARRIED to seek to obtain a line of credit for CHC up to \$50,000. Unanimously approved.

V. Committee & Program Reports

A. Security Committee

1. Change Order for Andrews Security Contract; Metro Video 12-month Maintenance Agreement; and SFW Tracking Software: Mariani stated that we have been consistently coming in under-budget for Andrews, and the budget committee noticed a \$24,000 surplus in the security budget next year as a result. Therefore the committee is proposing to pre-pay for the camera maintenance and SFW software from this year's budget so that it would add an additional \$8,000 to next year's security budget.

Additionally, the committee recommended that the Board use \$20,000 of the surplus in 2012 for additional security patrols for the first five weeks of the year, in light of the newly expanded area. After the first five weeks the deployment will return to current deployment levels and leaving an \$11,000 surplus at the end of 2012.

It was moved by Roxanna Sassanian, seconded by Patrick Olmstead and CARRIED to approve the advance payment of the Metro Video 12-month maintenance agreement out of the current security budget (not to exceed \$5,000); to pay the SFW incident tracking software expenses for 2012 out of the current security budget (\$3,000); and, to approve the change order for Andrews security contract in 2012 to allow the increased patrols for the first five weeks. Unanimously approved.

B. Streetscape Committee

1. New Trash Receptacles: MacPherson stated at the previous meeting she had presented pricing for new metal trash receptacles in the existing and new BID area. Previously we had thought the shipping might be free in February, thus it would be better to wait to order; however it turns out it is better to order earlier as the price of the receptacles is due to increase on January 1, 2012. MacPherson stated the BID could order 10 new receptacles at a cost of approximately \$11,000. She also advised there is a DWP grant for up to \$5,000 that could be used to purchase and additional five new receptacles – bringing the total cost to \$15,120 for all 15. Currently there are 19 metal receptacles in the BID in addition to 11 wire baskets provided through the city.

It was moved by Carol Massie, seconded by Kitty Gordillo and CARRIED to approve the purchase of 15 new metal trash receptacles. Unanimously approved.

2. Planning Initiatives: MacPherson reviewed the next steps towards the adoption of the Hollywood Community Plan and CRA's urban design guidelines. She thanked Brian Folb, Fabio Conti, Lillian Kuo, and property owners Harout Markarian and Chris Barton for testifying at the community plan hearing at the city planning commission on December 8. CRA will be having a hearing on the urban design guidelines on December 15, however the fate of the guidelines is uncertain given the dissolution of the CRA.

3. Change order for CleanStreet Contract: MacPherson distributed copies of the amendment to the Cleanstreet contract to the Board. HPOA staff met with Rick Anderson of Clean Street who graciously held the compensation at the same rate for 2012 – \$369,576. The initial clean up will not exceed \$1,500. The contract will expire December 31, 2013 and she suggests the board consider a CPI increase next year as the HPOA did this year.

It was moved by Kitty Gordillo, seconded by Carol Massie and CARRIED to approve the change order for the CleanStreet contract. Unanimously approved.

4. Streetscape Committee for 2012: MacPherson stressed that the search is still on for a new maintenances headquarters location, and asked for volunteers to serve on the Joint Streetscape Committee for 2012. Massie, Kuo, Gordillo, Conti and Lupo all volunteered to serve.

C. Marketing and Communications

1. “On Your Corner”: Strecker reported that the Hollywood “On Your Corner” day-long broadcast on January 27 had been upgraded and moved to KNX Radio, a station with a much larger signal and audience. Strecker said he has been working with KNX to help them identify story ideas for the broadcast – including the renewal of the Sunset & Vine BID and positive developments in Hollywood. MacPherson stated that it would also be beneficial for us to be able to use some of the content afterward on our website and our social media channels. KNX prepared a sponsorship package totaling \$5,000 split between the two BIDs which includes ten 30-second spots the day of the broadcast and many online extras. Morrison added that the BID had sent out letters announcing the opportunity to marketing partners in the BID.

It was moved by Roxanna Sassanian, seconded by Brian Folb and CARRIED to approve a \$2,500 sponsorship of KNX’s “On Your Corner” broadcast. Unanimously approved.

2. 2012 Pole Banner Campaign: Strecker stated he had reached out to the art teacher at Helen Bernstein High School’s Arts Media and Entertainment Program who expressed interest in assigning her students a pole banner design project. The winning designs will be selected for the 2012 Sunset & Vine pole banner campaign. Gallagher said there would be some funds left in the current marketing budget which could go towards almost half of the costs, with the remaining 50% coming out of next year’s budget.

It was moved by Kitty Gordillo, seconded by Roxanna Sassanian and CARRIED to allocate funds for the 2012 Pole Banner campaign to zero out the marketing budget for this year. Unanimously approved.

VI. New Business

A. Discussion re/ partnerships in homeless outreach in BID: Rudy Salinas, PATH; Dirk DeGraeve, Social Services at Blessed Sacrament (SSBS); and Kitty Gordillo, YMCA, each took a couple of minutes to speak about their homeless services and their outreach within the Sunset & Vine BID community. PATH conducts targeted outreach in order to move homeless individuals into permanent housing; SSBS offers case management in addition to drop-in services, and YMCA has an 18-month transitional housing program for single women and mothers.

All programs have worked with BID security in the past, and Mariani demonstrated how the service providers can save time and expense of the BID by helping to reduce the number of chronically homeless individuals on the streets. Normally, the BID would spend hours and resources to respond to and sometimes arrest (often on multiple occasions) certain homeless individuals, but because of these services, many of these individuals receive assistance that directs them to housing. Mariani pointed out that since the 2010 Registry, 96 individuals have been placed into housing and 24 more are in line to be placed soon.

It was moved by Carol Massie, seconded by Patrick Olmstead and CARRIED to allocate \$20,000 in funds to be distributed equally between PATH, SSBS via Gettlove, and YMCA specifically for homeless outreach and services. Unanimously approved.

B. Contracts: Morrison recommended the Board approve signing the contract between CHC and the city of Los Angeles. HPOA staff compared the current and proposed contract and identified two

amendments and discussed the changes with the Budget Committee. One was the termination clause which gave the city the ability to cancel the contract. The second change relates to the 10% deviation in the Management Plan budget versus actual expenditures. Morrison discussed both amendments with the City Clerk's Office and feels the language is acceptable now that the termination clause reverts back to the language in the current contract.

Regarding the contract between CHC and HPOA, the change order simply reflects a contract extension for one year.

It was moved by Carol Massie, seconded by Patrick Olmstead and CARRIED to approve the contract between the City of Los Angeles and Central Hollywood Coalition for 2012-2018. Unanimously approved.

It was moved by Kitty Gordillo, seconded by Lillian Kuo and CARRIED to approve the change order to the contract between Central Hollywood Coalition and Hollywood Property Owners Alliance . Unanimously approved.

VII. Old Business

An advocacy update from Brian Folb on the food truck situation was deferred until January, as was a report from the CDA conference by Devin Strecker.

IX. Executive Session

The board convened in executive session to discuss Human Resource issues including options relative to awarding performance bonuses to staff and a recommendation on staffing configuration for Sunset Vine BID for 2012.

It was moved by Carol Massie, seconded by Kitty Gordillo to allocate \$10,000 for staff performance bonuses.

X. Next Meeting

The next meeting is scheduled for January 10, 2012.

XI. Adjournment

The meeting was adjourned by Board President Michael Pogorzelski at 6:00 p.m.